

DIAL AND DONATE: Help support CHSR-FM

Campus/community radio station is going to the public for financial support. Starting tomorrow at 8 AM, CHSR-FM is asking listeners to dial and donate. Station Manager Jeff Whipple says it's a matter of survival.

"Our annual revenue just hasn't kept up with inflation," says Whipple. "Every year we have fewer real dollars to do what needs to be done. Every part of the station's operation is suffering."

CHSR-FM has an annual budget of about 88 thousand dollars. Most of that comes from a grant from the U.N.B. Student Union. Additional funds come from the student council of Saint Thomas University, and the sale of advertising time.

"The student unions just don't have the money to give the station what it needs. We're taking the initiative to find additional sources of revenue. Right now, we're heavily dependent upon the student unions. But, let's face it, the U.N.B. Student Union can't afford to give the station much more," says Whipple.

Diversifying the funding base of the station is important to the people who work at CHSR-FM, but it's also important to the government agency that licenced the station seven years ago.

"The Canadian Radio-television and Telecommunications Commission is very keen on public fund-raising by stations like CHSR-FM," says Whipple. "The CRTC believes the success or failure of fund-raising efforts to be a good indicator of public support and acceptance of the station."

CHSR-FM Station Director Steve Staples is looking forward to a successful drive. The station hopes to raise \$15,000 by February 7th. Already, more than \$2700 in advance pledges has come in, including a grant of \$2500 from the University of New Brunswick. Staples says the public fund-raising drive is a technique that worked well for CHSR-FM in 1986, and has been very effective in other cities with campus/community radio stations.

"CKDU-FM in Halifax has only been around for three years and they raised more than \$15,000

this year. The radio station at Carleton University in Ottawa brought in more than \$90,000 last fall.

"Listeners in Fredericton and Oromocto have been very supportive of CHSR-FM over the years and they seem to like what we have to offer. We're counting on them to dial and donate."

From studios on the third floor of the Student Union Building, the station broadcasts 138 hours a week. This year about 100 volunteers are active at the station, working in every aspect of radio broadcasting, from news and public affairs, to music, to technical maintenance.

Finding people to work at the station is never a problem. Money is.

Station Manager Whipple says he's had to slash departmental budgets and institute freezes in an attempt to make ends meet. He says things are so bad that worn-out records can't be replaced, and various pieces of broadcast equipment lie around waiting for repairs the station can't afford. And Whipple says, without increased

funding, things are only going to get worse.

"Some of our most important equipment is really beginning to show its age. Our main operating console is 20 years old and sounds it. It should have been replaced long ago. The situation is even worse for people working in our News department. Our reporters are working with tape recorders which are older than they are."

The pledge lines will stay open for the next nine days. Volunteers will be on hand to answer the phones 16 hours a day. Pledge lines will be open every day from 8 A.M until midnight.

Station Director Staples says CHSR-FM will give something back to people who pledge their support.

"For starters, we'll give our listeners better programming, with a cleaner sound, better information, and fewer equipment failures. But we're also offering a few immediate incentives to donors.

"We've got pins, key-chains, coffee mugs, and T-shirts

for people who give to the station," says Staples. "Nobody making a pledge will come away empty handed. We're also giving out a lot of prizes provided by the business community."

Support from the business community has been overwhelming, according to Station Manager Whipple. Over fifteen hundred dollars worth of gift certificates and merchandise has been donated. Whipple says the only problem may be finding the time to give it all away.

"While the pledge lines are open, we'll be giving away a prize once every 35 minutes, on average."

Prizes include TNB tickets, records, caps, gift certificates from various restaurants and stores, and 80 two litre bottles of Pepsi.

Station Manager Whipple says people should tune in during the fund-raiser.

"We know from experience that this sort of thing is going to be a lot of fun for everyone, regardless of how much money we bring in."

WIN A CD PLAYER

CHSR-FM's volunteers are getting involved in all aspects of this year's fund-raiser. They'll be on the pledge lines 16 hours a day, broadcasting live from the Fredericton Mall, and they'll be helping sell raffle tickets on a piece of high-tech audio equipment. The prize is a Sony D3 portable compact disc player, which retails for close to \$500.

The tickets sell for a dollar each, and the station has printed only 2000.

They're being sold by station members until suppertime on February 7th.

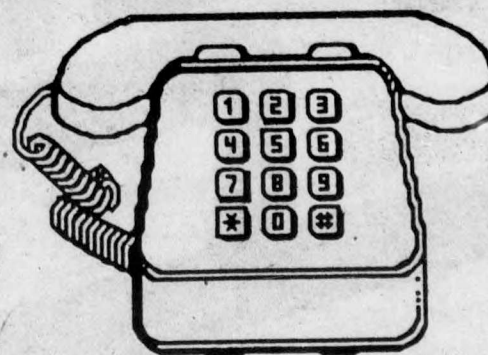
The winner's name will be drawn live on CHSR-FM at 9:00 PM that night.

CHSR-FM would like to thank the following for donating prizes and supplies for this year's fund-raising drive:

- McDonalds
- The Bar-B-Q Barn
- Capitol Records
- Pizza Hut
- ADR Men's Wear
- Paul-Mar Sports
- Maritime Beverages
- WEA Records
- Greco
- The Lobster Hut
- Theatre New Brunswick
- Tim Hortons
- Fundy Cablevision
- Harvey's Foods

DIAL AND DONATE!

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HELP SUPPORT CHSR-FM
your community radio station

PLEDGE LINE

453-4799